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Claims 1-21 (withdrawn)

22. (Currently amended) An adhesive label having a non-adhesive portion produced by a process comprising the steps of:

providing a web consisting of an adhesive label substrate having a face material, an adhesive layer and a liner, the web having a web width and a web direction, and a plurality of non-adhesive strips positioned between parallel aligned adhesive portions, the strips and portions being oriented in parallel alignment with the web direction;

positioning the web in a label conversion machine wherein the web is continuously pulled through the conversion machine in a preselected web direction;

configuring a plurality of labels on the web wherein a first portion of each label overlays a non-adhesive strip and a second portion of each label overlays an adhesive portion, each label having a front surface and a back surface;

cutting the plurality of labels on the web to form a plurality of cut labels having a preselected size and shape;

printing the front surface of the plurality of cut labels with indicia used in food safety labeling systems; and

processing the plurality of cut labels of preselected size and shape into individual rolled strips for use in food safety labeling systems, wherein the back surface of each cut label has a first non-adhesive portion and a second adhesive portion.

23. (Currently amended) The adhesive label of claim 22, wherein the preselected shape of the labels are formed in shapes selected from a group of label shapes consisting of a circular label with a protruding tab, a square label with a tab extending from a side portion, a rectangular label with a tab extending from a side portion, a square label, and a rectangular label.

24. (Original) The adhesive label of claim 23, wherein the first non-adhesive portion of the circular label with a protruding tab is the back surface of the tab and the second adhesive portion is the remaining back surface of the circular label

25. (Original) The adhesive label of claim 23, wherein the first non-adhesive portion of the square or rectangular label with an extending tab is the back surface of the tab and the second adhesive portion is the remaining back surface of the square or rectangular label.

26. (Original) The adhesive label of claim 23, wherein the square and rectangular label each have a top edge and a bottom edge.

27. (Original) The adhesive label of claim 26, wherein the first non-adhesive portion of the square or rectangular label is a portion of the back surface of each label that is oriented along and parallel to the bottom edge of each label and the second adhesive portion is the remaining back surface of the square or rectangular label.

28. (Original) The adhesive label of claim 22, wherein the non-adhesive portion is configured for grasping by a user in order to remove the label from a surface of a container.

29. (Original) The adhesive label of claim 22, wherein the configuration for a row of circular labels having a protruding tab is eight labels placed horizontally across the web width and parallel to the web width.

30. (Original) The adhesive label of claim 22, wherein the configuration for a row of square or rectangular labels, each having a bottom edge and a tab extending from a side of each label, is four labels placed horizontally across the web width with the bottom edge of each label parallel to the web width.

31. (Original) The adhesive label of claim 22, wherein the configuration for a row of square or rectangular labels each having a bottom edge is at least three labels placed horizontally across the web width with the bottom edge of each label perpendicular to the web width.

32. (Original) The adhesive label of claim 22, wherein the face material is selected from a group consisting of paper, polyester, vinyl, polypropylene and foil.

33. (Original) The adhesive label of claim 22, wherein the adhesive layer is formed from an adhesive selected from a group consisting of permanent, removable, water-soluble, and cold temperature adhesives.

34. (Original) The adhesive label of claim 22, wherein the liner is a silicone-coated sheet of paper adapted to allow the face material and adhesive layer to be easily removed.

35. (Original) The adhesive label of claim 22, further including the step of removing a matrix of waste material between the plurality of labels after cutting the plurality of labels on the web.

36. (Original) The adhesive label of claim 22, wherein the indicia used in food safety labeling systems includes text selected from a group consisting of text found in day of the week FIFO food safety labeling systems, text relating to shelf-life/product identification food safety labeling systems and text relating to use by/use first food safety labeling systems.

37. (Original) The adhesive label of claim 22, wherein the indicia used in food safety labeling systems includes color related to an industry standard color code system used in food safety labeling systems.

38. (Original) The adhesive label of claim 37, wherein the color used includes an industry standard color code system selected from a group of colors consisting of blue for Monday, yellow for Tuesday, red for Wednesday, brown for Thursday, green for Friday, orange for Saturday, and black for Sunday.

39. (withdrawn)

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